

SISTERS TOGETHER

MOVE MORE, EAT BETTER PROGRAM GUIDE



Help your community take steps toward better health



DEPARTMENT OF HEALTH AND HUMAN SERVICES
Public Health Service
National Institutes of Health



Program Guide

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Introduction.....

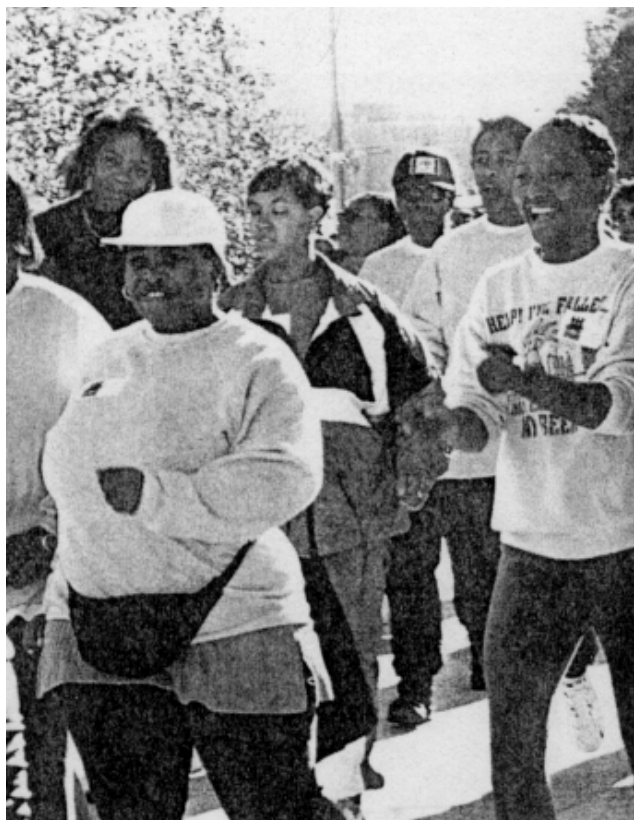
Sisters Together: Move More, Eat Better is a program designed to encourage Black women ages 18 to 35 to maintain a healthy weight by becoming more physically active and eating healthier foods. *Sisters Together: Move More, Eat Better* is a project of the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) of the National Institutes of Health (NIH) through the Weight-control Information Network (WIN).

The *Sisters Together* planning guide and kit are designed to help individuals and organizations plan, promote, implement, and evaluate community health awareness programs to prevent Black women from becoming overweight. Based on the *Sisters Together: Move More, Eat Better* pilot program that took place in Boston from 1994 to 1998, this guide along with the reproducible materials in the appendix and the items enclosed in this kit can be used to develop similar health awareness programs. The appendix contains the following reproducible materials:

- news release
- letterhead
- radio public service announcements (PSAs)
- fact sheet
- flyer
- logo sheet
- walking group sign-up form
- walking group phone script
- walking group leader sample tasks
- exit interview form
- bounce-back card

The following materials accompany this guide:

- poster of logo
- *Walking* brochure
- materials order form



Developing the Program

The *Sisters Together* pilot program was developed by WIN in partnership with the Boston Obesity/Nutrition Research Center, which included representatives from the New England Medical Center, the Harvard School of Public Health, and the Tufts University School of Nutrition Science and Policy, as well as a community nutritionist, media specialist, and educator. The steps used to develop the Boston *Sisters Together* pilot program are described below. These steps could be followed to design similar programs with other populations.

1. Choosing the audience. The audience for the Boston *Sisters Together* program was Black women ages 18 to 35. This group of women was chosen because data from the Third National Health and Nutrition Examination Survey (NHANES III), phase one, show that among all racial and ethnic groups in the United States, they have the highest rates of overweight and are most able to benefit from such a health awareness program. Women ages 18 to 35 were chosen in the hopes that they would then pass along the messages from *Sisters Together* to their children and mothers.

Is a program to prevent Black women from becoming overweight needed?

Yes. Young Black women are the group most likely to become overweight. According to the NHANES III data, more than half of all Black women are overweight. Being overweight increases a person's chances of developing weight-related health problems such as heart disease, diabetes, high blood pressure, stroke, and certain types of cancer.

2. Gathering background information. To learn about the audience's knowledge, attitudes, and practices related to diet and physical activity, background research was conducted. The research included literature reviews, focus groups with Black women in Boston, and interviews with obesity experts, community nutritionists and health center staff, and health awareness campaign planners. This information was used to develop the theme, health communication strategies, and activities for the program.

3. Creating the theme. The overall theme for the pilot program—*Sisters Together: Move More, Eat Better*—was developed with input from Black women who were interviewed in focus groups. The women stated that they would be more likely to become physically active if they had a steady, reliable partner or group. They also believed that the program's messages should focus on lifestyle

changes, including eating healthy foods and increasing physical activity.

The women felt that it was important for the program to focus on getting women to "move more" by building physical activities into their daily lives rather than focusing on "exercise." Exercise was viewed as an exclusive and time-consuming activity.



Once the theme was created, it was tested along with a number of logo designs among Black women from the Boston communities. The women selected the design above as the program logo. This design, featuring three Black women walking together, reinforces a group theme as suggested by the women. The *Sisters Together: Move More, Eat Better* theme and logo were then used in all program materials and messages.

4. Developing health communication strategies.

The background research revealed that Black women preferred receiving health information through trusted family and community networks in addition to the media. The fact that communication through family and community networks is more likely to lead to behavior change than media messages alone was also revealed. With this in mind, strategies to reach Black women through community partnerships were developed. Community involvement in the *Sisters Together* program gave the messages credibility and visibility within the Boston neighborhoods. The *Sisters Together* partnerships also encouraged community participation and ownership. *Sisters Together* partners included local media, health centers, recreation centers, and other community organizations.

5. Planning program activities. *Sisters Together* activities helped to generate interest and increase awareness about the program and the importance of moving more and eating better. Activities included forming community walking groups, conducting supermarket tours, participating in a cable TV cooking show, developing a *Sisters Together* nutrition and fitness calendar, and supporting efforts to build a full-service supermarket in the Boston communities. The success of each activity was then measured.

6. Evaluating the program. Each phase of program planning was measured using focus groups, informal interviews, and small group discussions with Black women from the Boston communities. Program messages, materials, and activities were tested to make sure they were culturally appropriate and met the program objectives. For example, the *Walking* brochure included with this guide was tested in interviews with Black women and then revised based on their comments. This testing helped to ensure that women understood and would use the brochure.



Planning a Sisters Together Program in Your Community

This guide presents five steps to help you plan your program. They are:

Step 1. Getting started: Assess your community's needs and resources and set clear objectives to help shape your program plan.

Step 2. Gaining support from others: Form partnerships with individuals and groups within your community to help build on and strengthen existing community programs and services and encourage community participation and ownership.

Step 3. Working with the media: Use the media to promote the *Sisters Together: Move More, Eat Better* program messages and activities to help increase awareness within your community.

Step 4. Planning activities: Choose activities that will work in your community and with your partners to add to your program's success.

Step 5. Measuring your success: Look at what you have accomplished and learned and whether the program is working to help identify and solve problems and adjust your program. Seeing how much you have accomplished will also help keep you and your partners motivated and enthusiastic about your program.

You can use the information, ideas, tools, and resources in this guide and accompanying kit to help extend the program messages to communities throughout the nation. Your efforts, combined with other similar programs, will help Black women maintain a healthy weight and prevent future weight-related health problems.

Step 1. Getting Started



A *Sisters Together: Move More, Eat Better* program is more likely to be successful if you learn about your selected audience and community, identify and use community resources, and set clear objectives. What you learn from this step will help shape the rest of your program.

Learn about your audience and community.

Start by gathering information about existing needs, resources, and opportunities within your community.

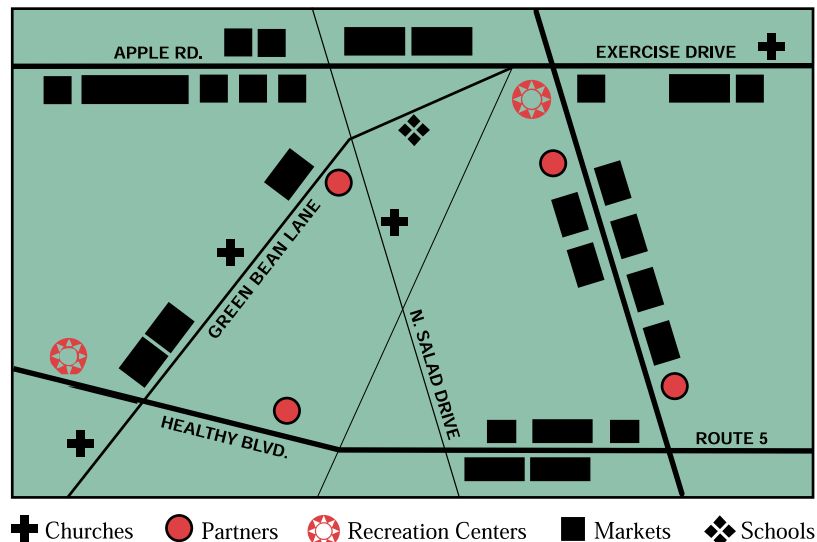
- Find out about your audience's education and income levels, occupations, language use, areas of residence, and racial/cultural/ethnic backgrounds. This information can be found at the local library, government offices (e.g., State and local departments of health, education, social services, and recreation), the chamber of commerce, and local colleges and universities.
- Learn which organizations the members of your audience belong to and where they meet. Ask members of your audience questions like "Where do you spend your time?" or "Are you a member of a social club or other group?" You can use these places to promote program activities and messages. For example, in Boston, *Sisters Together* messages and activities were promoted at local beauty salons, laundromats, day care centers, health centers, churches, markets, restaurants, gyms, dance studios, parks, and playgrounds.
- Ask community leaders (such as religious leaders, politicians, physicians, school personnel, or social service staff) about the best ways to reach your audience.
- Ask local newspapers (including ethnic ones) and broadcast stations who their readers, listeners, and viewers are to identify which outlets will most likely reach your selected audience.

Your selected audience...

The selected audience for *Sisters Together* programs is Black women ages 18 to 35. Your audience could be slightly different, however. In Boston, for example, because of the community's ethnic/cultural profile, the term "African American" was difficult to define and excluded many women. Thus the selected population for the pilot program became "Black women for whom English is the primary language."

Create a Community Map

One way to use the information you have gathered is to place it on maps. Maps give a detailed picture of your community. You can highlight the places on the map where women in your community meet and spend their time. You can sketch a rough map of your community yourself or get maps from the local library, chamber of commerce, local government agency, or real estate agency.



Identify community resources.

Explore the resources and sources of health information in your community to identify potential opportunities. You may wish to develop a community directory to keep track of any information you find. Then, you can use the directory to identify what others are doing in your community to promote healthy eating and physical activity and to begin forming partnerships. The directory should be kept current and include information on:

- Health care facilities (such as health centers/clinics, hospitals, HMOs)
- Health and fitness clubs/facilities (such as gyms, dance studios)
- Churches
- Schools
- Community centers and organizations (such as YWCAs/YMCAs)
- Local businesses and corporations
- Restaurants
- Food markets/supermarkets
- Media outlets (such as television and radio stations with Black audiences, daily newspapers, local magazines)
- Relevant government agencies
- Retail stores
- Libraries
- Bookstores, newsstands.

For each entry in your directory, include a contact name, address, phone and fax numbers, and e-mail address.

Set your objectives.

Focusing on a few, well-defined objectives will improve your chances of having an impact in your community. Your objectives should be easy to measure. The *Boston Sisters Together* objectives were:

- To increase awareness of the benefits of healthy eating and increased physical activity
- To provide Black women with information that will help them eat healthier and become more physically active
- To support increased activity and healthy eating by strengthening existing community programs and resources.

You can use these objectives as a guide and change them to meet your community's needs. For example, if another group in your community is already involved in promoting physical activity, you may want to focus on increasing awareness about the benefits of healthy eating or collaborate with this group.

The Boston Directory...

included 8 neighborhood health centers, 40 churches, 3 health-related projects, 2 citywide and 2 neighborhood newspapers, and 1 television station and 3 radio stations with Black listening audiences. Many of the groups in the Boston directory became active partners.

Step 2. Gaining Support From Others.....



Support—as well as ideas and feedback—can come from working with individuals and groups in your community. Involving the community in your *Sisters Together* program through partnerships will help encourage community participation and ownership.

Form a community partnership.

Community partnerships will enable you to reach more members of your audience and give you needed resources for meeting the *Sisters Together* objectives.

How to Select Partners

Choose individuals and groups that:

- Use messages that are compatible with those of the *Sisters Together* program
- Address women's issues and concerns
- Have access to and credibility with Black women in your community
- Are interested in and committed to improving the health of Black women
- Can make a potentially significant contribution
- Are willing to work with others.

Use the community directory you have created to identify those individuals and organizations with the most potential for support and involvement in your program. Consider involving the following individuals and groups in your *Sisters Together* partnership.

Community leaders. The influence of community leaders will help to spread the word about your program and help you locate additional resources. Community leaders can include: politicians, school representatives, religious leaders, public health agency representatives, people or organizations familiar with fundraising, social service representatives, media contacts, chambers of commerce members, and presidents of tenant associations.

Community groups. These include organizations such as YWCAs, YMCAs, neighborhood associations, sororities, and social service organizations.

Health care providers. Because of their credibility as a referral source, it is vital to have the awareness, endorsement, and participation of health care providers, such as family practitioners, internists, nurses, nurse practitioners, registered dietitians, and nutritionists. You can reach health care providers through their professional associations and at their places of work.

Community health centers/clinics. Low-income groups are important clients of public health care providers, such as community health centers and local health departments.

Religious groups. Many churches have a tradition of family and community service and a strong volunteer system. Some may already have established health promotion policies and programs. They also are respected as information sources.


Media representatives. Involving local newspapers, magazines, and television and radio stations in your program will help get the word out to your audience.

Businesses and corporations. Health and fitness centers and stores, food markets, supermarkets, local restaurants, retail stores, and beauty salons may all provide access to young Black women. Businesses may improve their status in the community by supporting health awareness programs.

Government. In addition to public health care providers and facilities, consider contacting Head Start; Women, Infants, and Children (WIC) programs; the Expanded Food and Nutrition Education Program (EFNEP)—a US Department of Agriculture (USDA)-funded nutrition program for low-income families; local libraries; and housing authorities.

Community colleges and universities. Ask teachers and schools of medicine, nursing, public health, and health education to consider participating or perhaps assigning student projects or internships, with credit, to fit your program needs.



PARTNERS in ACTION



ABCD Head Start	Fred Hayes of the Reggie Lewis Center
BALI-Beth Israel Deaconess Medical Center	Roxbury Heart Center
Body by Brandy	Roxbury YMCA
BOND of Color	The Coalition for 100 Black Women, Boston Chapter
Codman Square Health Center	The Family Van from Beth Israel Deaconess Hospital
U Mass Extension	WILD Radio 1090
Mattapan Community Health Center	
Operation Frontline	

For Information call: *Sisters Together* 617-432-2048

Harvard School of Public Health
1637 Tremont Street
Boston, MA 02120

 Sisters Together is a program of the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK), The National Institutes of Health (NIH), under the U.S. Public Health Service U.S. Department of Health and Human Services (DHHS) 

Partnerships were formed...

with more than a dozen community-based organizations to promote *Sisters Together's* “move more, eat better” messages. These organizations included local health centers as well as Body by Brandy (exercise classes), BOND (Boston Organization of Nutritionists and Dietitians) of Color, Operation Frontline (cooking classes for low-income families taught by local chefs), and WILD radio (a local station whose listening audience is 68 percent women).

Approaching and Keeping Potential Partners

- Make the initial contact through a personal friend or acquaintance, if possible.
- Match your *Sisters Together* program needs with the interests of the individual or group for greater appeal and interest.
- Write, call, or meet to describe the program, what you expect it to accomplish, and potential benefits to be gained from participation. You can give them a copy of the fact sheet included in this kit for information about the program. You can also use the sample *Sisters Together* letterhead included in this kit for any letters that you write.
- Be clear about the role you would like these individuals to play in the program and give several options for involvement.
- Make sure the roles are realistic and consistent with the resources of the organization.
- Choose specific short-term activities that are likely to be successful.
- Ask for a commitment to one or several tasks. Be sure they understand what each task will involve. Keep track of commitments and provide gentle reminders when they are not kept.
- Be prepared to give something in return (such as credit lines on materials, visibility for their logo, media attention, awards).
- Clarify responsibilities on both sides.
- Identify contact people and follow up with them.
- Maintain visibility so that partners receive media or other attention and see the value in participating.
- Provide appropriate materials that can be customized for publications, meetings, and outreach efforts.
- Keep written notes on your meetings, conversations, and all other communication.
- Say thank you with a letter, certificate, or public recognition of the individual's or group's contribution.
- Share results—information about successes may encourage further involvement.



Solidify your partnerships.

Meet with or update your partners regularly, both individually and as a group. To increase the effectiveness of your *Sisters Together* partnerships, you can:

- Review program objectives; make sure they are shared objectives
- Find out and address areas of agreement among members; agree to leave differences for discussion elsewhere
- Tackle program needs one at a time
- Ask members to contribute according to their individual capabilities
- Make sure that participating in *Sisters Together* offers a benefit for each partner
- Share recognition and rewards with all members
- Assess the purpose and focus of your partnerships regularly
- Make sure that all activities will contribute to reaching your program's objectives.

Identify activities that can be shared.

Partners can recruit new members, assess needs and resources, and promote events. Your partners and community contacts can also join in fundraising activities for the program. Fundraising may require you to submit proposals to local or national groups to obtain sponsors.

Learn from your partners.

Listen to the individuals and groups you work with and use their input and feedback to refine your *Sisters Together* program. What you learn from your partners will help you select activities as well as communication strategies and channels for your *Sisters Together* program.

Partners helped...

make the *Sisters Together* Wellness Day program kickoff a success in Boston. WILD radio station cosponsored the walk and wellness fair and promoted the event to its listeners. The Reggie Lewis Track and Athletic Center held the wellness fair. A local exercise instructor led the women through a pre-walk warmup, the 2-mile walk, and a post-walk cooldown. Partners also helped by coordinating the health fair, donating door prizes and prizes to raffle off, and promoting the event in the community.

Step 3. Working With the Media.....



Because Black women said in focus groups that they are influenced by media messages, the media are an important part of *Sisters Together* programs.

Getting the Media Involved

Start a media contact list.

The most important tool for anyone working with the media is an up-to-date media list. Develop your own list from the community directory you created and through information gathered from your partners about the most influential personalities, reporters, channels, stations, and print media. Your local library's reference books can provide information on national and regional media.

When you know the names, telephone and fax numbers, and street and e-mail addresses of news editors, you can send materials and news releases directly to those most likely to use them. Find out about deadlines and informational needs and include them in your list.

Send a steady stream of news and information to those on your media list. This helps to reinforce visibility not only for your *Sisters Together: Move More, Eat Better* program, but also for the issues that the program addresses.

When you send materials to the people on your media list:

- Allow several days for the materials to arrive
- Make a follow-up phone call to the contacts
- Make sure they have received the materials
- Offer to answer any questions and restate the value of the program
- Send a note of thanks for every story that does appear.

Make contacts.

Arrange to meet face-to-face with reporters, editors, media personalities, and producers

whenever possible. Bring any news releases or medi advisories with you. If you are asking them to cover a special event, such as a walk or a food festival, provide background information on the event and *Sisters Together*. You may also want to consider choosing one media personality to be a spokesperson for the program to encourage the media not only to cover your events, but to get involved in the program.

Radio spread the word...

about *Sisters Together* in Boston. The local radio station, WILD, was an active *Sisters Together* partner. The station aired *Sisters Together* PSAs, distributed *Sisters Together* calendars to their listeners, and cosponsored and provided coverage for *Sisters Together* events and activities.

In your meetings with media representatives, emphasize the importance of preventing Black women from becoming overweight. Explain the value of healthier eating and more physical activity for Black women as well as for their children, mothers, and the community as a whole. In addition, mention all the community partners involved in *Sisters Together* to let the media know how widespread your program is. Be sure to leave your card or name and telephone number.

Prepare news releases/media advisories.

These are standard publicity tools you can use to promote *Sisters Together* activities and messages. Format them professionally on letterhead with your logo to make sure that the reporters and editors on your media list will notice yours among the many they receive each week. You may also want to follow up later by telephone. Journalists are most likely to find your release or advisory useful if you present information that is new, timely, and unusual and that ties your story into one that is already receiving wide coverage, such as a citywide food festival. Examples of a news release and media advisory are provided on the following pages. *A sample news release and letterhead are included in the appendix.*



NEWS RELEASE FORMAT*

(Note: Always use printed letterhead with logo or news release stationery.)

FOR IMMEDIATE RELEASE

Month, Date, Year

Or

EMBARGOED FOR RELEASE

Month, Date, Year, Time

FOR MORE INFORMATION

CONTACT: Name, Title

Telephone

Telephone (evenings/weekends)

CATCHY OR INFORMATIVE TITLE

Paragraph 1. Include who, what, where, when, and why. Begin this first paragraph with a "dateline" giving the location if the release is to be circulated outside the immediate area. The rest of the paragraph should include all the essential information. For example:

Boston, MA—*The Sisters Together: Move More, Eat Better* program kickoff will take place on September 30 with a community walk at 9:00 a.m. to be followed by a Wellness Day Fair at the Roxbury Community College Reggie Lewis Track and Athletic Center. *Sisters Together* is raising awareness about the need for healthier lifestyles among young Black women in Boston. The event will run from 9 until noon, is free, and is open to the public. Refreshments will be served, and the first 200 walkers will receive free T-shirts and refrigerator magnets.

Paragraph 2. Give more information about the event or activity. It is often useful to communicate this information using a quote by a spokesperson.

Paragraph 3. This closing paragraph can be generic and describe the sponsoring organization, agency, institution, or company. It is a good idea to use a standard closing paragraph for all news releases.

Also note:

- *If appropriate, include a note to assignment editors that individuals will be available for interviews or that photographs will be distributed.*
- *A news release should not be longer than two pages. However, if additional pages are needed, repeat the date and title of the release at the top of each page. Put page numbers at the top or bottom of each page. Only the first page of a news release goes on letterhead.*
- *Always mark the end of each page with "-more-" and the end of the release with "-30-" or "###."*

**See the sample news release in the appendix.*



MEDIA ADVISORY FORMAT

(Note: Always use printed letterhead with logo or news release stationery.)

FOR IMMEDIATE RELEASE

Month, Date, Year

FOR MORE INFORMATION

CONTACT: Name, Title
Telephone
Telephone (evenings/weekends)

CATCHY OR INFORMATIVE TITLE

What: Give event or subject
Where: Give location
When: Give time
Who: Give principals or major players

For example: **Essence Food Editor Brings Healthy Holiday "Flava" to Boston**

What: Free talk and cooking demonstration by Jonell Nash, author of the
Low-Fat Soul cookbook

Where: The Great Hall of Codman Square Health Center
637 Washington Street
Dorchester, Massachusetts

When: Saturday, December 6
11 a.m. to 2 p.m.

Who: Sponsored by *Sisters Together: Move More, Eat Better*

More than 50 local community partners and residents are expected to attend the talk and cooking demonstration.

Ms. Nash will be available for brief interviews immediately following this event. News media wishing to schedule time with Ms. Nash should make arrangements in advance with (give a name and phone number).

Also note:

- *This alternative form of news release is a request to the news media to cover an event or attend a news conference. It is generally one page in length and uses an outline format.*
- *With news advisories, follow-up calls should be made to remind media of the event or activity. Rarely will there be any promises of coverage, even if a media outlet does plan to attend, since last-minute rescheduling is always possible.*
- *Always mark the end of the advisory with "-30-" or "###."*

Prepare public service announcements (PSAs).

Some television and radio stations air PSAs, which are commercials aired free of charge in 10-, 15-, 30-, or 60-second lengths. PSAs are a way to promote your “move more, eat better” messages and your program’s related community activities. Because PSAs are expensive to produce, you may want to find a sponsor to cover the costs of producing PSAs. The two types of PSAs are:

- General messages—urging behavior changes
- Specific announcements—giving details of upcoming events or activities

Sample radio PSAs are included in the appendix.

Prepare fact sheets and fliers.

To publicize your program, prepare a fact sheet that contains these three components:

1. Briefly explains the purpose and audience of *Sisters Together*
2. Describes its activities
3. Indicates where to get more information.

For special events and activities, prepare fliers that can be posted on bulletin boards throughout the community and distributed by partner organizations and at meetings. *A sample fact sheet and flyer are included in the appendix.*

Media kits promoted...

the 1995 Wellness Day Fair kickoff event. The kits included:

- A news release*
- A radio PSA script*
- The *Sisters Together* fact sheet*
- The *Walking* brochure*
- A list of upcoming program activities
- Contact name for more information.

**Samples of these items are included in this kit.*

Prepare a media kit.

A media kit will give targeted print and broadcast media information on the purpose, strategy, and activities of your program as well as encourage them to promote a particular event. You can then file the kit and refer to it as needed.

How to Set Up a Media Kit**Contents**

1. Fact sheet (two-page maximum)*
2. Biographical sketch of leader(s)
3. Current news release*
4. PSA (if distributed to radio/television)*
5. Black-and-white photographs of *Sisters Together* events or members

Packaging

You can place the media kit into a double-pocket folder. You can customize the folder with the *Sisters Together* logo and include a place for a business card for contact purposes. You can use more elaborate packaging if your budget permits. *Reproducible Sisters Together logos are included in the appendix.*

Distribution

You should make the kit available to media at all news conferences and *Sisters Together* events where you would like media coverage. You should also distribute the kit with PSAs to television and radio stations or in advance of on-air presentations.

Updates

You should update the kit at least yearly, more often if major changes occur in your *Sisters Together* program.

**Samples of these items are included in the appendix.*

Give interviews.

Talk shows, call-in shows, cooking shows, and public affairs programs may provide opportunities for publicity, often in the form of interviews. Magazine and newspaper editors may also be interested in interviewing a *Sisters Together* program leader or a nutrition or health expert.

To set up an interview:

- Choose a program or publication that reaches Black women in your community.
- Contact the producer or editor to explain why you (or a partner, such as a local health care provider, community center leader, or nutritionist) would like to talk about *Sisters Together* and why an interview would be of interest to readers or listeners.
- Follow up with briefing materials and your (or your partners') credentials.

Keep in mind...

- Prepare thoroughly for any interview. Prepare questions for the interviewer and practice answering them. Decide what key messages you want to deliver ahead of time and make sure your answers address those key messages.
- Organize information. Write important points on note cards, if necessary.
- Rehearse to remember key message points.
- Be prepared to make simple, direct, easy-to-understand statements—when they fit the situation.
- After an interview, get back to the reporter promptly with any promised information.
- Send a thank-you note for the opportunity to talk about the *Sisters Together* program.

Consider using the following media to publicize your program:

Television and radio stations

- local news and talk shows
- broadcast editorials
- call-in shows
- public affairs and health programs
- public access cable TV

Local newspapers (weekly and daily)

- feature articles
- health sections and supplements
- food sections
- home and style sections
- editorials
- columns
- print ads
- partners' ads—try to place *Sisters Together* message and logo or event announcement in your partners' ads (such as a grocery store ad)
- letters to the editor
- opinion/editorial articles
- calendar of events
- public affairs listings

Local or regional magazines

- regular columns or features

Local Internet web pages

Sisters Together received coverage...

on radio and TV community calendars and in articles run in local and regional newspapers such as the *Boston Globe*, the *Boston Herald*, and the *Bay State Banner*. *Sisters Together* also received national exposure through articles in *Eating Well* and *Heart and Soul* magazines and on a feature highlighting women's health on Cable Network News (CNN).

Step 4. Planning Activities.....



What Should You Do?

A number of activities will generate interest, increase awareness, establish an identity for *Sisters Together*, and reinforce program messages. The challenge is choosing activities that:

- Address the current needs and interests of the Black women in your community
- Fit in with your program objectives—to increase awareness of the benefits of healthy eating and increased physical activity and to provide information that can lead to healthier eating and increased physical activity
- Tie in with your partners' activities and meet with their approval
- Do not require more time and resources than you and your partners are willing or able to contribute.

Use the following ideas and suggestions to plan activities for your *Sisters Together: Move More, Eat Better* program.

Keep in Mind...

In focus groups and other discussions with Black women in Boston, they said that:

- They associate healthy eating and increased physical activity with benefits such as having more energy, relieving stress, feeling better about themselves, living longer, and looking good. **You can stress these benefits in your program messages and materials. The program materials included in this kit highlight these benefits.**
- They would walk and dance to get exercise, and they prefer group activities. **To address these preferences, you can form walking groups and dance classes using the information included in this guide.**
- They recognize the importance of limiting the fat, cholesterol, sodium, and sugar in their diets, but need information on how to do this without losing flavor. **To give women “how to” information, you can hold cooking demonstrations and give out healthy recipes to women in your community.**

Develop promotional materials.

Designing and distributing promotional materials featuring the *Sisters Together* logo and messages to Black women in your community can help spark their interest and give your program visibility. Examples of promotional materials you may want to consider include flyers, refrigerator magnets, keychains, T-shirts, a portable exhibit or banner, posters, and water bottles. You can use the *Sisters Together* logo sheet included in the appendix to create your materials.



***Sisters Together* T-shirts...**

promoted the program. We gave them to women who participated in the walking groups and raffled them off at community health fairs. The T-shirts were an incentive for women to join the walking groups and also enhanced the program's visibility within the Boston community.



A banner...

was displayed, along with *Sisters Together* materials, at local events. The banner helped promote the program's messages at community festivals and special events.

Develop a mailing list.

A list of names, addresses, and phone numbers of your partners, *Sisters Together* participants, and the media is a useful resource to promote your program. Sending both educational and promotional *Sisters Together* materials to individuals and groups on your mailing list is a great way to promote activities, events, and the program messages.

A monthly newsletter...

was sent to everyone on our mailing list to update them on *Sisters Together* activities and events. The mailing list helped us stay in touch with our partners and participants.

Plan a kickoff event.

To launch a *Sisters Together* program in your community, work with your partners to plan a special kickoff event. Such an event can increase awareness of the program, provide a forum for partners, provide a network for the formation of walking groups, and reinforce the “move more, eat better” messages among Black women. To promote your event, use print and broadcast media and distribute fliers throughout the community by posting them in stores, agencies, health centers, libraries, and schools; mailing them to community businesses; and distributing them at events such as health fairs and festivals. A *sample flyer* is included in the appendix.

A Community Walk and Health Fair...

at the Reggie Lewis Community Athletic Center launched the Boston *Sisters Together* program. To promote the event, we placed advertisements in local papers, distributed kickoff fliers throughout the community, made a presentation to the local chapter of the National Coalition of 100 Black Women, and distributed media kits. WILD, a local radio station that was a *Sisters Together* partner, both promoted and cosponsored the event. The radio station also provided a popular DJ to cohost the event and conducted several live interviews. One of our partners, who is a local exercise instructor, led the women through warmups, a 2-mile walk, and a cooldown. The participants then attended the health fair, which featured over 20 exhibits from local businesses and health organizations. The event was successful—more than 200 women participated, and many women signed up to join the *Sisters Together* walking groups.



Participate in community festivals and other special events.

To increase visibility and reach more Black women in your community, participate in local festivals and special events. You can display and distribute any *Sisters Together* materials that you have developed or hold cooking demonstrations (described in this section). If you develop a banner or other type of exhibit, these events are a good place to display them.

Community events...

gave Sisters Together added visibility within the community. We participated in a Pan-African festival, a West Indian carnival, and a Black family picnic.

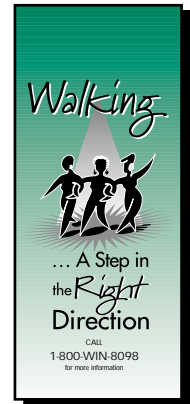
Form walking groups.

Walking groups will promote the *Sisters Together* messages and get Black women moving in your community.

Follow these steps to form walking groups in your neighborhood:

1. Enlist partners, such as health centers and YWCAs, to help promote the walking program, act as departure points for the walks, and function as safe havens for the walkers.
2. Promote the walking program at other *Sisters Together* events through the partners and the media. You can use the sample news release and PSAs included in the appendix for promotion.
3. Ask your partners to help recruit walkers and walking group leaders. You can ask women who attend *Sisters Together* events to fill out the walking group sign-up form included in the appendix. You can then call the women who sign up to walk using the walking group phone script included in the appendix.
4. Hold a meeting with your walking group leaders and explain what you expect them to do. You can give the leaders the list of sample tasks included in the appendix.
5. Work with your partners, walking group leaders, and interested walkers to determine the best times of day to walk, safest routes, and childcare needs.
6. Map out the walking routes, making sure they are well lit and safe. Consider indoor walking sites, such as recreation centers or malls, for bad weather.

7. Distribute the *Walking* brochure shown here and provided with this guide to walkers and walking group leaders to inform them about the benefits of walking. The brochure includes safety tips, warmup exercises, and a sample walking program. Extra copies of the *Walking* brochure can be ordered from WIN using the order form that accompanies this guide.



8. Use promotional items such as magnets and T-shirts as incentives to keep the women walking and motivated. Membership cards or coupons that give walkers discounts from local merchants also are good incentives.
9. Give the walking group leaders certificates or rewards to keep them interested and motivated.



Be aware that your climate may affect your walking program. Your challenge during periods of bad weather is to keep walking group members moving and motivated.

The Boston weather...

was a significant barrier to the walking groups. Winter caused participation in the walking groups to drop off. However, the dance/aerobics events became successful substitutes that kept women motivated until the spring when they could walk outdoors.

Plan dance/aerobic events.

Organize dance, aerobic, or other activities to get Black women in your community moving. Work with your partners, such as the YWCA/YMCA, to plan dance and aerobic events or to set up ongoing classes. Make sure these activities are fun so they will help motivate women to continue being active.

Encourage local restaurants to offer healthy choices.

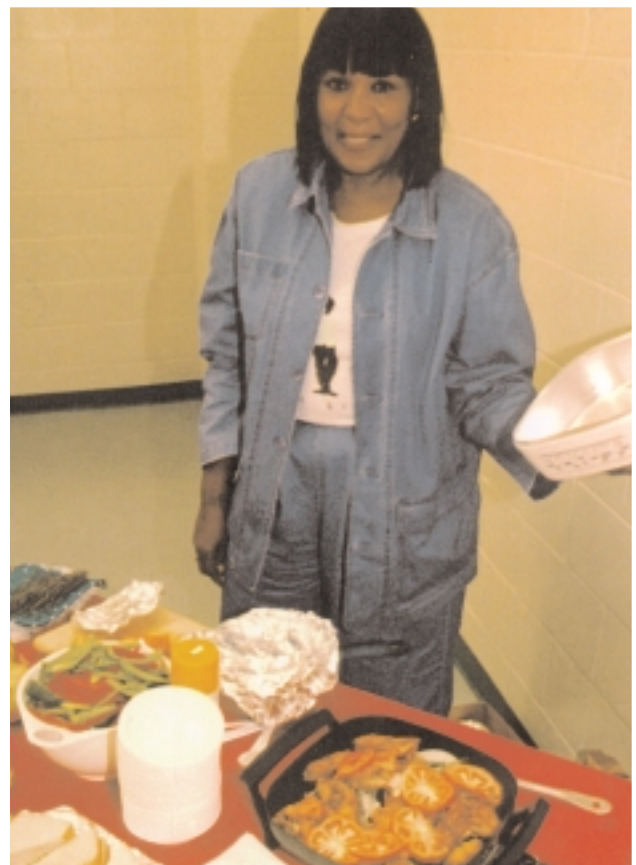
Involve local restaurants in your *Sisters Together* program by asking them to add or change menu items to offer healthier choices. The restaurants can promote the new menu items and *Sisters Together* messages to their patrons with table tent cards. Improving local restaurant menus will give Black women in your community healthy choices and promote the “eat better” message. In return for their participation, you can offer the restaurants free publicity at *Sisters Together* media and community events and through other *Sisters Together* promotions.

Local restaurant chefs...

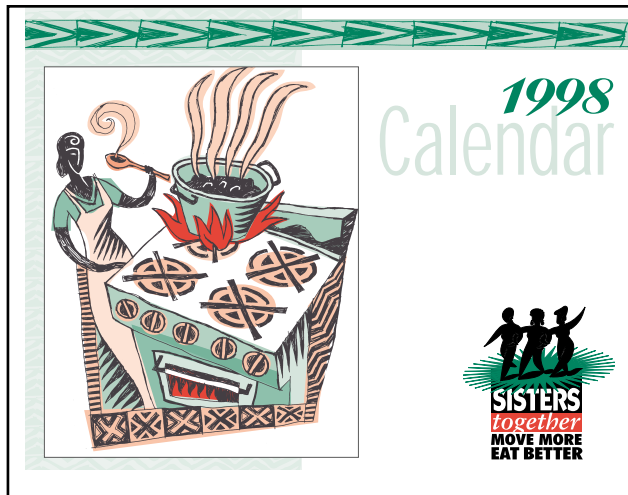
changed their menus to offer healthier items. The chefs promoted the *Sisters Together* program and the healthier choices with table tent cards in their restaurants. The chefs received publicity through "What's Cooking in the Neighborhood," a 15-minute segment on a local cable television program hosted by one of our partners. The chefs appeared on the show to demonstrate how they prepared the healthier items.

Plan cooking demonstrations.

Work with your partners to plan cooking demonstrations at community centers and at other locations in your community. Involve nutritionists or dietitians in the planning of the demonstrations and prepare dishes that are quick and easy, are low in fat and calories, and taste good. To ensure good attendance, hold the demonstrations at the same time as other partner activities, such as health fairs or fitness walks. Demonstrating healthy cooking techniques to women in your community will give them the skills they need to eat better.

***Cooking demonstrations...***

to teach food preparation skills were very successful. They were held at health fairs, at community centers, and at the Reggie Lewis Community Athletic Center. The demonstrations took their theme—“What's Cooking in the Neighborhood”—from the cable television show.



Develop a nutrition and fitness wall calendar.

A calendar can provide Black women in your community with healthy recipes and tips on how to move more and eat better. If you sponsor a recipe contest, you can print the winning recipes in the calendar. Involve local nutritionists, dietitians, and dietitian and nutrition students from local colleges in the development, testing, and nutrient analysis of the recipes to make sure they are easy to prepare, taste good, and are low in fat and calories. Twelve-month wall calendars can effectively provide recipes, give food preparation tips, and offer suggestions on how to become more physically active. You can give the calendars to women in your community and *Sisters Together* participants, and use them as incentives for other activities, such as involvement in the walking groups.

Sponsor a healthy recipe contest.

Involve your partners, such as churches and community centers, in a community recipe contest. A recipe contest can be fun, encourage community involvement, and promote the "eat better" message. When planning your contest, make sure you provide tips to contestants on how to make the recipes low in fat and calories. Have local dietitians and nutritionists judge the recipes and choose the healthiest and tastiest dishes. You can feature the winning recipes in a community cookbook, calendar, or on recipe cards and give copies to all contestants.

The Sisters Together calendar...

provided women with information on how to prepare tasty, healthy recipes. Each month featured a recipe, a suggested menu that included the recipe, and tips on how to eat better and move more. The calendar was distributed to women who participated in the kickoff Wellness Day Fair, walking group leaders and members, and members of the Coalition of 100 Black Women. It was also distributed and promoted through partners, such as the local radio station. Women were asked to evaluate the calendar by writing their comments on a "bounce-back" card that was inserted in the calendar. The feedback that we received on the calendar was very positive. Many women said they enjoyed using the recipes and tips in the calendar.

**Distribute healthy recipes and menus.**

In addition to using a calendar or cookbook to provide healthy recipes, consider placing recipes on tear-off pads at convenient locations (such as in grocery stores, beauty salons, and health centers).

Work to expand local resources.

Many communities do not have large food markets that have lower prices and a greater variety of fresh foods (vegetables, fruits, fish). In addition, many communities lack recreation and fitness facilities, making it difficult for women in these areas to become physically active. If your community has limited or no access to healthy food items, such as fresh fruits and vegetables, or recreation facilities, use the strengths and influence of your partners to expand your community resources. For example, you could:

- Work with the USDA Extension Service to establish a farmers' market once a week in an accessible location, such as a community center
- Encourage your partners and participants to ask the stores they frequent to stock missing items, such as lowfat milk products and fresh fruits and vegetables
- Set up a fitness trail through a local park.

To ensure success and community support, involve local government representatives in your efforts.

Step 5. Measuring Your Success.....



How successful is your *Sisters Together* program? In any program, regardless of whether it is new or existing, evaluation is well worth the effort. The process allows you to identify any minor problems and make adjustments before major problems develop. Evaluation will also help you monitor your budget, staff, and materials usage. Finally, it allows your partners, participants, and the whole community to see what your program has accomplished, which is important in maintaining support and enthusiasm for your *Sisters Together* program.

Looking at Your Objectives

Seeing whether you are meeting your objectives will help keep your program on track. You may find that your objectives need to be changed to match the needs of your community. The objectives for the Boston *Sisters Together* program were referred to frequently to make sure the program was:

- Increasing awareness of the benefits of healthy eating and increased physical activity



- Providing Black women with information that will help them eat healthier and become more physically active
- Supporting increased activity and healthy eating by strengthening existing community programs and resources.

Keeping Track of Your Participants

Knowing how many women participated in your events allows you to monitor the appeal and effectiveness of your messages. If the number of attendees is low, you may want to consider changing your approach. If the number of attendees is high, you can use your successful approach to improve other parts of the program. For example, you should evaluate:

- How many walking groups are set up?
- How many walkers participate in the walking groups? How often?
- How many women attend your dance events?
- How many women attend your cooking demonstrations?
- How many people stop by your exhibit at other organizations' festivals?
- Is participation increasing or decreasing? What does this suggest needs to be done?

It is helpful to start this evaluation process with your kickoff event and continue throughout the duration of your program. By monitoring your audience and following up after your events, you can get an accurate idea of whether or not your audience found the event useful and if they took the information with them. To keep track of your attendees and to gauge their reactions to your events, you may want to design forms for “exit” interviews. *A sample exit interview form is included in the appendix.* You can use the information you gather to plan future activities. For example, if turnout is high for an event, you may want to repeat the event or use similar promotion techniques for other activities. On the other hand, if turnout is low, you may want to discontinue the event or look at the reasons why it was unsuccessful.

The Walking brochure...

was developed based on feedback gathered from walkers on the exit interview forms. The women said that they wanted more "how-to" information, such as safety tips, examples of warmup exercises, and sample walking programs. The *Walking brochure* provided the women with the information they needed.

Keeping Track of Your Materials

Monitoring how you distribute your materials is also important in learning how and where to send your message. Often, a bounce-back card, a card that participants can detach and send back to you with comments, can be included in your materials. *See the sample bounce-back card included in the appendix.*

You can track:

- How many promotional fliers you distributed for your kickoff and other event.
- How many T-shirts and magnets with the *Sisters Together* logo you distributed at fairs, festivals, and meetings
- How many *Walking* brochures you gave to walking group leaders, members, and potential members
- If you have your own telephone number, how many calls were received, and what type of information and materials were sent out in response to those calls.

You can use the information you gather to revise your existing materials and create new materials to meet the needs and interests of the women in your community.

Monitoring Local Media Coverage

Look through local newspapers and magazines as well as monitor radio and television broadcasts to learn where and how often your *Sisters Together* program receives publicity. Tracking media placement of *Sisters Together* messages will help you find out:

- How many articles the newspapers and magazines you contacted have published
- How often the radio station has aired the PSAs you provided
- How often your notices of events have been seen or heard on the television and radio community calendars
- How often *Sisters Together* has been listed in program books and brochures of other organizations and church bulletins
- If restaurants are offering healthier menu items.

Knowing which media outlets have covered *Sisters Together* in the past will help you identify contacts (such as a reporter, producer) who are interested in your program. Sending press releases/advisories and PSAs to these contacts will improve your chances of receiving media coverage for future activities.

A bounce-back card...

was inserted into the *Sisters Together: Move More, Eat Better* wall calendar to measure its usefulness. The card asked recipients if they used the recipes and the “move more, eat better” tips, and if they had any other comments on the calendar. The feedback we received was very positive and many of the women used the recipes.

Obtaining Feedback

Asking for and using feedback from partners is an essential part of a successful *Sisters Together* program. Ask your partners and coalition members for comments on their involvement with your program and its events and activities to answer these questions:

- What is working well
- Which areas need to be improved
- How can improvements be made
- What are they willing to do next.

Listening to and using your partners' input will give your partners a sense of ownership and ensure the success of future *Sisters Together* activities.

Partners suggested...

that *Sisters Together* sponsor a “Learn Line and African Dance” event in late winter, when walking was difficult due to weather conditions. The partners thought that dancing would be a fun way to get the women moving. The partners were right. The event was very successful and led to the formation of ongoing dance classes.

Using Your Evaluation Results

Whatever form your evaluation takes, make sure you use the results to improve your *Sisters Together* program. For example:

- Look for more effective ways to publicize *Sisters Together* activities
- Identify materials and resources your partners might need to best serve the community
- Repeat activities that were successful and eliminate or change activities that failed
- Examine your objectives and revise them to meet the needs of your community, if necessary.

Finally, it is most important to share your program's successes, not only with your partners, but also with the whole community. Writing and speaking about your program's achievements is a good way to make other community partners (and potential new partners) aware of *Sisters Together* and the program's messages and further promote better health for Black women.



The appendix contains the following reproducible items:

- **Bounce-back Card**
- **News Release**
- **Letterhead**
- **Radio Public Service Announcements (PSAs)**
- **Fact Sheet**
- **Flyer**
- **Logo Sheet**
- **Walking Group Sign-up Form**
- **Exit Interview Form**
- **Walking Group Phone Script**
- **Walking Group Leader Sample Tasks**

Sisters Together

Bounce-back Card



We want to know what you think.

Please circle your answers.

1 Is the information in this brochure useful? yes · no

2 Are you using the eat better tips? yes · no

3 Are you using the move more tips? yes · no

4 Do you have any other thoughts about this brochure?

For more information call 1-800-WIN-8098.

Please mail this postcard to receive the Sisters Together Info Packet.

Thank you.

Don't forget your return address!

Sisters Together



News Release

For Immediate Release

Contact:

Sisters Together and on the Move!

Anytown, USA- Have you been trying to improve your health through fitness or by eating healthier, but can't seem to find the time or the motivation? You should know about *Sisters Together: Move More, Eat Better*, a new program that is starting in your community.

Sisters Together is a local program designed to raise awareness among Black women about the benefits of increased physical activity and healthier eating habits. Research indicates that as a group, Black women are most likely to become overweight, which can lead to health problems including diabetes, heart disease, high blood pressure, high cholesterol levels, and certain types of cancer.

Sisters Together organizes community activities and events throughout the year, such as walking groups and cooking demonstrations, to spread the "Move More, Eat Better" messages to the community. The program also provides educational materials on a variety of topics including physical activity, nutrition, and hair care for active Black women.

Sisters Together needs volunteers to participate in and lead walking groups. To find out how you can join a walking group or get involved in other activities, contact _____ at _____.

Sisters Together began in 1995 as a localized initiative of the Weight-control Information Network (WIN) in the Boston communities of Roxbury, Dorchester, and Mattapan. The program is now expanding to spread the "Move More, Eat Better" messages to communities across the United States. **To learn more about *Sisters Together*, call WIN toll-free at 1-800-WIN-8098.**

###





For Immediate Release

**Media Contact:
Phone Number:**

Radio PSA: 60 seconds (uptempo music such as “Walking in Rhythm”)

Get on the good foot. Join us for the *Sisters Together: Move More, Eat Better* Community Walk and Wellness Fair on <date>. Walkers will meet at <time> at <place> to register and warm up. The <place> is located at <address>.

We'll be promoting walking as an easy, safe, affordable, and fun way to stay fit and feel good about yourself. And the first 200 walkers will receive a free *Sisters Together* T-shirt.

After the 2-mile walk, come to a free Wellness Day Fair at the <place> where you can sign up for regular walking groups, attend an aerobics demonstration, see cooking demonstrations, receive health information, and sign up to win a door prize.

It's all part of the *Sisters Together: Move More, Eat Better* awareness program, that is working to get you moving, grooving, and eating healthier. For more information call <phone number>.



For Immediate Release

**Media Contact:
Phone Number:**

Radio PSA: 45 seconds (uptempo music such as “Walking in Rhythm”)

Would you like to become more active, but feel you don't have time? Are you interested in learning more about nutrition and how to eat better? Now is the time! Join the *Sisters Together: Move More, Eat Better* program and <cosponsors/partners> by participating in the kickoff event on <date> for the <name of event>. Other planned activities range from a <activity> to <activity>. All activities are free, and great informational materials will be distributed. Call <contact name> at <telephone number> for more information. Improve your health and join us for a good time!



For Immediate Release

**Media Contact:
Phone Number:**

Radio PSA: 15 seconds (uptempo music such as “Walking in Rhythm”)

Join *Sisters Together: Move More, Eat Better* and <cosponsors/partners> for the <kickoff event/activity>. Participation is free, and refreshments will be served so bring your friends and family. Contact <name> at <telephone number> for more information. It's never too late to learn how to move more and eat better!



Program contact:

WHAT'S IT ALL ABOUT?

What is the *Sisters Together* Program?

The goal of *Sisters Together* is to increase health awareness among young Black women by encouraging them to “Move More” and “Eat Better.”




Who are *Sisters Together*?

The program is made up of concerned individuals, community leaders and groups, local health care centers, and Black women.

Why was *Sisters Together* started?

Research indicates that Black women are more likely to become overweight, which can lead to health problems including diabetes, heart disease, high blood pressure, high cholesterol levels, and certain types of cancer.

What does *Sisters Together* do?

-  **Walking programs:** Walkers and walking leaders are recruited from the community to form groups that agree to meet at least three times a week to help increase fitness. Community partners, including local health and community centers, help to run the groups.
-  **Cooking Demonstrations:** This includes demonstrations of healthy recipes and how-to tips from local nutritionists at community centers and health fairs.
-  **Educational Material:** Topics include physical activity, nutrition, Black hair care, and a brochure describing how to design a personal walking program.

Where do I get more information?

Call _____ at _____
or call the Weight-control Information Network's toll-free number **1-800-WIN-8098**.

WOMEN ON THE MOVE!

Get moving with your neighborhood's *Sisters Together* walking groups.

WALKING IS:

- ☒ FUN
- ☒ EASY
- ☒ SAFE
- ☒ AFFORDABLE
- ☒ AND A GREAT WAY TO STAY FIT
AND FEEL GOOD ABOUT YOURSELF.



To find out where women are walking in your community, contact

_____ Phone: _____





Sisters Together

Walking Group Sign-up Form

Please fill out this form if you would like to join a walking group in your community. We will use this information to form local walking groups that will meet at least three times a week. This information will be kept confidential.

Name: _____

Address: _____

City: _____ State: _____ ZIP code: _____

Phone numbers: (Daytime) _____ (Evening) _____

1. Where is the easiest place for you to meet to walk?

_____ Neighborhood Health Center Name: _____

_____ Community Center Name: _____

_____ Other community site Name: _____

2. What is the best time of day for you to walk?

_____ Morning __6__ __7__ __8__ __9__ __10__ __11__

_____ Afternoon __12__ __1__ __2__ __3__ __4__ __5__

_____ Evening __6__ __7__ __8__

3. Do you now have a friend or group of friends who would be interested in joining a walking group?

_____ Yes _____ No

4. Are you interested in leading a walking group?

_____ Yes _____ No

(See other side)

5. Please indicate your age:

_____ Under 18 _____ between 18 and 35 _____ 35 and older

6. Please fill in your height and weight:

_____ Height _____ Weight

7. Do you now belong to any of the following:

_____ a health club Name and location: _____

_____ YMCA/YWCA Location: _____

_____ Church group Name and location: _____

_____ Other Name and location: _____

8. Would you be interested in helping to organize *Sisters Together* walking groups
or other activities?

_____ Yes _____ No

For more information about walking groups, contact:

Sisters Together

Address: _____

Phone: _____

Fax: _____



Sample Exit Interview Form

Sisters Together: Move More, Eat Better

Please help our planning efforts by filling out this brief questionnaire and hand it in at the exit. Don't forget to fill in the other side, too!

Please give us your comments or thoughts about today's event:

How did you hear about today's program? Please check:

_____	Friend	_____	Radio
_____	Newspaper	_____	Poster
_____	Other		

Please tell us which newspaper or radio station: _____

What topics would you like to hear about over the next few months?

Have you attended other *Sisters Together* events?

_____ No
_____ Yes

Please tell us **which ones:** _____

Had you heard about *Sisters Together* before this event?

_____ No
_____ Yes

Please tell us **how you knew about *Sisters Together* or what you heard:**

(See other side)

Please tell us something about yourself:

Age: _____

Current Weight: _____ underweight _____ about right _____ overweight

Community You Live In: _____

How often do you walk or exercise?

_____ not at all right now

_____ once or twice a week

_____ three or four times a week

_____ every day

How often do you eat fruits and vegetables?

_____ some about once or twice a week

_____ a serving every day

_____ two or three servings every day

_____ five servings a day

Have you recently made any changes in your eating habits?

If you would like to be on the “*Sister Together*” mailing list, please print your name, address, and telephone number below.

Name: _____

Address: _____

Telephone: _____

Thank you for taking the time to fill out this form.



Sisters Together Walking Group

Phone Script

Use this phone script to form your walking group.

Hi! My name is _____ from the Sisters Together program.

I'm starting a walking group in our neighborhood of _____.

You said your were interested in a walking group.

Well--we're ready to start.

For our first walk, we'll be walking at _____(place).

Can you meet us at _____(time) on _____(day).
_____(date) at _____(place).

Yes? _____

Great! See you then.

No? _____

is another time better?

When _____?

If the next walk is okay-- OK see you then.

If a different time is needed-- OK. I'll give your name to another group leader.



Sisters Together

Walking Group Leader Sample Tasks

▼ Recruit walkers

- Call women who have signed up at *Sisters Together* events and encourage them to walk.
- If women say they are unable to walk because they don't have childcare, encourage them to bring their children to walk with them. If they have young children ask them to push their kids in a stroller.

▼ Set the place and times

- Ask your walkers where they would like to walk, how often they would like to walk (encourage them to walk at least three times per week), what times are best for them, and how much time they would like to spend walking each day.

▼ Map out the route

- Use the information about where and when the women would like to walk to map out the walking routes and set walking times.
- Make sure the women are able to walk the route within their time limits.
- Make sure the route is safe and well lighted.
- Tell your walkers how long the route is so they know how far they are walking.

▼ Lead the walks

- Lead the women through the warm-up exercises in the *Walking* brochure before your walks.
- Hand out the *Sisters Together Walking* brochure to your walkers and use the sample walking program as a guide for your walks.

▼ Keep group members motivated to walk

- Have your walkers set goals for themselves. A sample goal might be to build up to a 25-minute walk at the end of the fourth week. You can give them something when they reach their goal, such as a refrigerator magnet, a T-shirt, or a certificate.
- Give walkers certificates for participating for a certain period of time (like walking for 1 month) or for walking a certain distance (like completing 10 miles).
- Use information in the *Walking* brochure to explain to the group members how walking is helping to make them healthier.

Weight-control Information Network

1 WIN WAY

BETHESDA, MD 20892-3665

(301) 984-7378

FAX: (301) 984-7196

E-mail: WIN@info.niddk.nih.gov

Internet: <http://www.niddk.nih.gov/health/nutrit/win.htm>

Toll-free number: (800) 946-8098

The Weight-control Information Network (WIN) is a service of the National Institute of Diabetes and Digestive and Kidney Diseases, part of the National Institutes of Health, under the U.S. Public Health Service. Authorized by Congress (Public Law 103-43), WIN assembles and disseminates to health professionals and the general public information on weight control, obesity, and nutritional disorders. WIN responds to requests for information; develops, reviews, and distributes publications; and develops communication strategies to encourage individuals to achieve and maintain a healthy weight.

Publications produced by WIN are reviewed for scientific accuracy, content, and readability. Materials produced by other sources are also reviewed for scientific accuracy and are distributed, along with WIN publications, to answer requests.

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National Institute of Diabetes and
Digestive and Kidney Diseases

NATIONAL INSTITUTES OF HEALTH

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